



Jungyoun Kim

Marketing | E-Commerce

Telefon : +49 0157 369 88913

Email : jungyounkim7@gmail.com

Address : Johann-Strauß-Straße 26, 14513 Teltow

Linkedin : <https://www.linkedin.com/in/jungykim/>

Website : <https://www.jungyoun.de/>

EXPERIENCE OVERVIEW

Skilled in collaborating with senior management team to develop high-level priorities and drive operational success. A creative professional with proven marketing skills and desire to learn more. Holding 3+ years under the sleeve for experience working in diverse field of different companies, gaining experiences in digital marketing and e-commerce, executing market research, developing creative promotion idea based on consumer analyst data and engaging sales. Looking for an environment of growth and excellence to earn a position that will allow self-development to achieve personal and organization goals.

EXPERIENCE

Liebe Asia, Berlin | March 2024 - Present

Cashier & Digital Marketing Assistant

Providing exceptional customer service through efficient transaction processing and product knowledge. Greeting customer warmly, handle various payment methods, and ensure a tidy checkout area. Simultaneously, I manage the market's Instagram presence by creating engaging content such as posts, reels and stories to showcase new arrivals, promotions, and cultural events. I implement digital marketing strategies to enhance online visibility, monitor social media trends, and analyze performance metrics to optimize engagement and drive sales. Additionally, I support inventory management, participate in promotional activities, and maintain clean and organized environment to ensure a seamless shopping experience for our diverse clientele.

Maru Korean Restaurant, Berlin | Nov 2022 - October 2023

Waitress

Dedicated and customer-focused waitress with responsibilities included recommending dishes and explaining Korean cuisine to those unfamiliar with it, ensuring a personalized dining experience. Additionally, I handled customer complaints effectively, addressing issues promptly to resolve concerns and maintain customer satisfaction. Applying feedback received from guest, I continuously improved service and contribute to a positive dining atmosphere. Crucially, my role also served as an opportunity to practice and enhance my German languages skills following classes, fostering natural and fluent communication.

Continental Tire Korea, Seoul | April 2022 - October 2022

Sales Admin

Results-driven and proactive Sales Admin professional with a demonstrated history of driving sales productivity, optimizing processes, and providing exceptional support to sales teams. Adept at streamlining administrative operations, implementing efficient systems, and delivering outstanding customer service. Passionate about contributing to revenue growth and fostering strong client relationships.

- Orchestrated and coordinated all aspects of the sales process, including order management via SAP program, contact negotiation, B2B sales partner such as Tesla and Volvo, and client support
- Streamlined and enhanced sales operations by implementing efficient process and tools, resulting in increased productivity and improved customer satisfaction
- Fostered and nurtured client relationships through proactive communication and exceptional service, leading to a 15 % increase in customer retention

- Utilized data gathered from system to plan monthly sales and communicated with consignee company from South East Asia, America, Europe, resulting in an increase in sales
- Assisted the sales team in identifying new business opportunities and expanding the clients base, resulting in a 10% increase in sales revenue

SHINSEGAE CASA, Seoul, Korea | August 2020 - September 2021

E-Commerce Planner

Dynamic and forward-thinking E-commerce planning professional with a proven track record of driving revenue growth, optimizing online sales strategies, and maximizing customer engagement. Passionate about leveraging data-driven insights, innovative technologies, and market trends to develop and execute impactful e-commerce plans.

- Spearheaded the formulation and execution of dynamic e-commerce strategies to increase online sales by 25% within 6 months
- Conducted comprehensive market research to identify emerging trends and competitive landscape, enabling the development of innovative marketing campaigns
- Collaborated with the marketing team to create compelling product descriptions and visuals that enhanced the overall user experience
- Profitably gathered and promoted diverse items from furnitures to house decoration, implementing public interest and social trends on 6 deal pages on Casamia online tab on SSG.com, resulting them as a highest sales record in online malls
- Innovated and implemented visual merchandising strategies that led to 20% increase in average order value

Finn Avenue, Singapore | January 2019 - February 2020

Digital Marketing Executive

Passionate and results-oriented marketing professional with a proven track record in driving brand awareness, increasing customer engagement, maximizing ROI, creating and executing successful campaigns that drive brand visibility, increase customer engagement, generate measurable results, and leadership skills to deliver impactful marketing campaigns.

- Developed and implemented targeted digital marketing strategies, resulting in a 20% growth in online customer acquisition
- Devised and executed data-driven marketing campaigns, optimizing lead generation and conversion rates
- Generated compelling content across various platforms to drive organic traffic and improve search engine rankings
- Curated engaging and shareable content that result in a 20% increase in social media followers
- Developed and executed social media campaigns that sparked conversations and generated viral content

Freelance Stylist, Singapore | March 2018 - October 2018

Stylist Assistant

Energetic and passionate stylist assistant with a keen eye for detail and a strong sense of style. Assisted multiple stylists covering in-house and commercial project, responsibilities include providing operational and administrative support to stylists and performing work activities such as handling appointments, communicating with clients, networking with customers and keeping the working area clean and organized.

- Coordinated backstage activities during fashion shows, ensuring smooth execution and impeccable attention to detail
- Assisted with model casting, wardrobe selection, and styling, ensuring cohesive looks and optimal runway presentation
- Worked closely with hair and makeup teams to create cohesive looks that complemented the designer's vision
- Assisted in sourcing unique garments and accessories, fostering relationships with designers and showrooms to secure exclusive pieces

Highlight of Participated Shows and Projects :

- Hugo Boss Singapore Fashion Show
- Louis Vuitton L'Officiel Editorial Shoot
- Miss Universe Singapore
- Korea Fashion Association Fashion Show in Singapore
- Issey Miyake Singapore Fashion Show

• Ong Shunmugam Fashion Show

• Toyota Commercial Video

Styletribute, Singapore | October 2017 - January 2018

Graphic Design Intern

Energetic and imaginative Graphic Design Intern with a passion for creating visually captivating designs. Grow into member of graphic designer team understandable for defining requirements, visualizing and creating graphics including banners, layouts and photos.

- Managed all aspects of the production shoot from start to finish, ensuring that all products were properly represented.
- Assisted in creating engaging marketing materials, including brochures, flyers, website banners, and social media graphics, resulting in increased brand visibility and customer engagement.
- Worked closely with head graphic designer to plan and develop the company's events and projects.

EDUCATION

LASALLE College Of The Arts - Singapore 2014 - 2017

JAMSIN High School - Seoul, South Korea 2010 - 2012

SKILLS

- Microsoft Tools (Excel, Word, Powerpoint)
- Adobe Tools (Photoshop, Lightroom, InDesign)
- Optimizing Website Sales Performance
- Digital Marketing Performance
- Developing Social Media and Content Marketing
- Market Research and Analysis
- Campaign Management
- Figma

Languages

Korean - Native

English - Proficient

German - Completed B2-1